

## 2012 Idaho Tourism Prime Season Magazine Co-ops

The Idaho Division of Tourism's Prime Season Magazine Co-op Program is a unique way for Idaho organizations to align themselves with the current Idaho Tourism marketing campaigns. The program allows participants to leverage the State's media efforts while promoting Idaho as a premier vacation destination.



- Magazine co-ops are designed as full-page ads and traditionally require 3 partners.
- The top half of the ad will feature the State's message and image.
- The bottom portion of the ad is divided into equal parts between the partners with each getting one photo, logo and 20 words of copy, phone number and URL.
- The cost to participate is based on the 1/6th ad cost.
- Co-op magazine selections include those with strong circulation and editorial serving the Northwest.
- Other magazines can be considered depending on interest.

Magazine	Circulation	Full Page Gross Rate	ITC's Co-op Rate	Per Partner Rate if 3...
Alaska Air	68,000	\$9,020	\$4,510	\$1,503.33
Backpacker	161,289	\$3,586	\$1,793	\$597.67
Horizon Air	27,054	\$9,020	\$4,510	\$1,503.33
Links-Western Edition	75,000	\$11,120	\$5,560	\$1,853.33
MNI-Portland - Home category	69,730	\$14,210	\$7,105	\$2,368.33
MNI-Seattle - Home category	102,560	\$19,750	\$9,875	\$3,291.67
NW Travel	40,000	\$2,897	\$1,448.50	\$482.83
SkyWest Air	82,000	\$6,900	\$3,450	\$1,150.00
Via-ID/OR	410,000	\$10,480	\$5,240	\$1,746.67
Via-MT/WY	97,000	\$4,120	\$2,060	\$686.67
Western Journey	582,138	\$14,553	\$7,276.50	\$2,425.50

Note: The family magazines for MNI are Family Fun, Parents, Parenting, American Baby

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